


MOUTH CANCER ACTION MONTH DIGITAL TOOLKIT



 Mouth Cancer
Action Month
November 2021
Oral Health Foundation

 Denplan
Part of Simplyhealth

www.mouthcancer.org

 Oral Health
Foundation
Better oral health for all

MOUTH CANCER ACTION MONTH

Hello,
welcome
and thank you for
supporting Mouth Cancer
Action Month – a campaign
which aims to address and tackle
the growing number of cases of mouth
cancer in the United Kingdom.

At the Oral Health Foundation, we want to get more
mouth cancers diagnosed at an early stage by raising
awareness of the disease while encouraging everybody to
be more vigilant about changes in their mouth. Mouth Cancer
Action Month is a campaign which aims to do just that.

But we can't do it alone. We need your support.

www.mouthcancer.org

OVERVIEW

Speaking out about Mouth Cancer.....	4
Mouth Cancer Action Month 2021	5
20 years of speaking out about mouth cancer.....	7
Pledge your support	8
Thank you to our sponsors	9

ABOUT MOUTH CANCER

The state of mouth cancer.....	11
Signs and symptoms.....	13
Risk factors	15
The impact of Mouth Cancer	17

MOUTH CANCER STORIES

Sarah's story.....	19
Kevin's story	20
Sinead's story.....	21

HOW YOU CAN SUPPORT

Webinars & online events	24
Fundraising & donating.....	25
Blue Wednesday	26
Blue Ribbon Badge	28
Corporate sponsorship.....	30
Writing to your MP & the press.....	32
Mouth Cancer Action Month resources.....	34
Contact details	35



OVERVIEW

www.mouthcancer.org

SPEAKING OUT ABOUT MOUTH CANCER

"It's likely that most, if not all of us, will be impacted in some way by mouth cancer, whether we are diagnosed with it or a loved one is. Either way, coping with cancer is one of the toughest challenges that we will ever face.

Unlike most other cancers, mouth cancer cases have been on the rise for the last 20 years. Diagnoses have grown by more than 40% in the last decade alone. It is also one of the few cancers which is predicted to continue to rise in the coming years. We need your help to turn the tide and start winning the battle against mouth cancer."

"This November, we want to work with you to help provide the very best information to everyone who could be affected by mouth cancer. We know that most people in the UK simply do not know enough about the disease. While almost 9-in-10 have heard of mouth cancer, only half of adults (52%) identify a long-lasting ulcer as a potential warning sign of the disease. Awareness levels must increase, and we want to work with you to make that happen. We want more people to know how they can detect mouth cancer early. This means being vigilant and regularly checking their mouth for signs of cancer. It is also about acting quickly if they spot anything unusual in or around their mouth and seeking the help of a dentist or doctor. It is also important that more people know what causes mouth cancer and adopt a healthier lifestyle to reduce their risk.

Ultimately, it's all about being **mouthaware**. This means being aware of what mouth cancer is, being aware

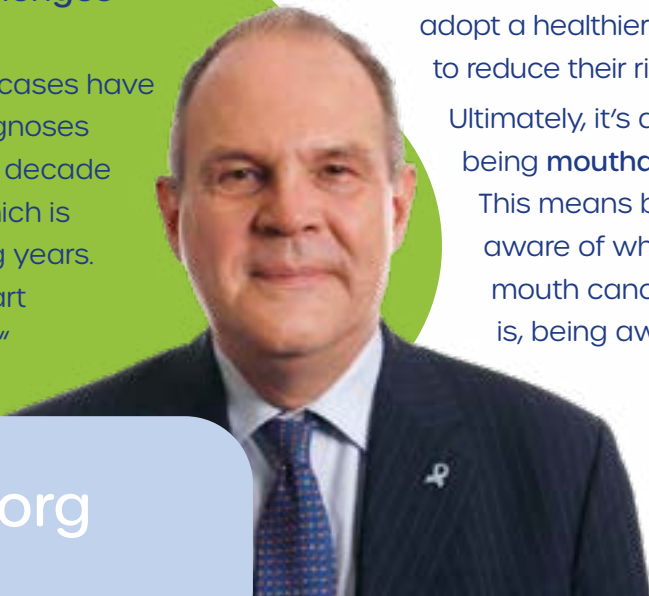
of how to spot it, and being aware of the risk factors associated with the disease. Throughout November, we want to see as many events, activities, and fundraisers as possible across the UK. Spreading vital information about the disease could literally save lives.

Over the years we have seen some fantastic support for the campaign, and we hope that we can all once again come together and make a positive difference to the landscape of mouth cancer in the UK. Please help us promote the benefits of good oral health and spread the word that when mouth cancer is picked up earlier, treatment is more likely to be successful. Make it clear to everybody you know that cutting down on habits like smoking and drinking too much alcohol could make a huge difference and help reduce our risk of mouth cancer. Help us make sure that the nation is aware that a quick trip to the dentist could really save their life.

You will agree with us that mouth cancer needs more recognition and something needs to change. Let's make a stand and speak out against mouth cancer this November."



Dr Nigel Carter OBE



www.mouthcancer.org

 **Mouth Cancer
Action Month
November 2021**
Oral Health Foundation

MOUTH CANCER ACTION MONTH

Mouth Cancer Action Month is a charity campaign that raises awareness of mouth cancer and asks people to share the important message of being mouthaware. Since we started our first event in the year 2000, the Oral Health Foundation has invested nearly £2 million on improving awareness and education around mouth cancer.

This could not have happened without your support.

But there's more we can do.

Over the last year, around 8,000 people in the UK were given the life-changing news that they have mouth cancer. These numbers continue to rise while the disease claims more lives than cervical and testicular cancer combined. The more we know about mouth cancer, the better chance we have of beating it. This means knowing how to spot mouth cancer early and knowing where to go when we see something out of the ordinary. It also means reducing our risk by cutting down on the things that cause mouth cancer. This is why we need your help.

KEY MESSAGES

One of the easiest and most effective ways you can support the campaign in November is to share simple yet life-saving messages. These include:

- Letting people know how to spot mouth cancer early and encouraging them to regularly check for unusual changes in the mouth at home.
- Raising awareness around what is likely to cause mouth cancer so that people can reduce their risk.
- Urging people to act quickly when they see something out of the ordinary by visiting the dentist.

To help you along the way, we have created lots of shareable resources about mouth cancer. These can be found in this guide, and at www.mouthcancer.org. By working together, we can reduce the number of people whose lives are affected by mouth cancer.

www.mouthcancer.org



MOUTH CANCER ACTION MONTH



RESOURCES

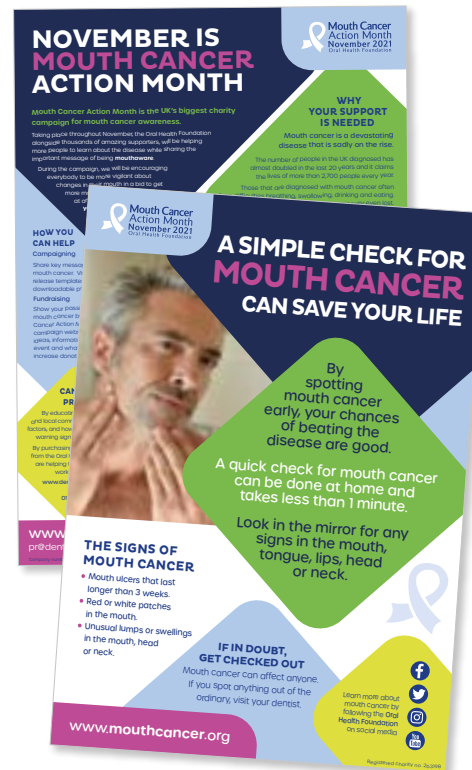
Click on the **download** buttons below, to access the resources, to help educate more people about the signs and symptoms associated with mouth cancer.

MOUTH CANCER ACTION MONTH 2021: POSTER

Suggested Use:

Print off this poster and place it on your workplace noticeboard or in patient waiting rooms. You could also post it in your local community centre.

DOWNLOAD HERE



MOUTH CANCER ACTION MONTH 2021: SOCIAL GRAPHICS

Suggested Use:

Post these social graphics on your social media pages.

DOWNLOAD HERE



Don't forget to use **#MouthCancerAction** when posting these social graphics.

OUR PLEDGE TO MOUTH CANCER

For over 20 years, the Oral Health Foundation has been determined to save lives and improve education around mouth cancer. During that time, we have been immensely proud to work alongside thousands of people and organisations to try and change the landscape of mouth cancer in the United Kingdom.

Despite this, our work is far from over and we are determined to continue fighting mouth cancer so that more people and families are protected from the harm caused by the disease.

Just some actions we have, and will continue to take, include:

INVESTMENT

We have invested £2 million into mouth cancer awareness and this will remain an important priority for the Oral Health Foundation's campaigning.

PEOPLE

We are here to help support those with personal experiences of mouth cancer. We will continue to be an understanding and compassionate charity for those who want to share their stories.

AWARENESS

Since our first campaign, awareness of mouth cancer has grown by around 60%. We won't stop until the signs, symptoms and risk factors associated with mouth cancer are known by everyone.

PARTNERSHIPS

Through Mouth Cancer Action, we have been humbled to work with thousands of organisations who are passionate about mouth cancer awareness. Cherishing these relationships will help us succeed.

MEDIA

Our campaigns have resulted in more than 6,000 pieces of news coverage raising awareness about mouth cancer. Working with journalists and news outlets is a key part of our strategy and helps spread the campaign's messages to those who need to hear them.

POLICY

Our contributions to tobacco, alcohol and HPV laws will save thousands of lives from mouth cancer and other diseases. We will continue to influence government on health policy and strive for positive change.

SIGN UP TODAY...



...FOR YOUR **FREE** BLUE RIBBON BADGE & CAMPAIGN POSTER

Supporting Mouth Cancer Action Month allows us to reach more people with potentially life-saving messages. It also makes a big difference in getting more mouth cancers diagnosed at an early stage – a key factor for improving survival rates and a person's quality of life.

As a thank you for pledging your support, we will send you a **FREE** Blue Ribbon enamel badge and a Mouth Cancer Action Month 2021 poster. We will also keep you updated throughout November and share all our campaign resources with you.

REGISTER HERE



THANK YOU TO OUR SPONSORS

The success of Mouth Cancer Action Month would not happen without the support of **Denplan, part of Simplyhealth**. Their long-standing support of the campaign began right at the very beginning and their continuous contributions really to make an important difference. Without them, the campaign simply would not be possible.

Further thanks go out to the **Mouth Cancer Foundation** and **The Probe**, for their support of Mouth Cancer Action Month 2021. Wonderful teams who share our passion for eliminating mouth cancer.



THE PROBE



ABOUT MOUTH CANCER

www.mouthcancer.org

MOUTH CANCER ACTION MONTH

The latest State of Mouth Cancer UK Report looks at the very latest statistics for the disease. This includes new incidence figures, survival rates, where the disease is most likely to appear, as well as trends over time.

The report also investigates the nation's awareness of mouth cancer and how much is known about the risk factors and signs and symptoms of the disease. Finally, the report covers some key challenges and recommendations for the future. We believe these will have an important impact on the landscape of mouth cancer in the years to come.

8,722

the number of people in the UK who were diagnosed with **mouth cancer** last year



97%

the increase of **mouth cancer** incidences in the last **two** decades

2,702

the number of people who lost their life to **mouth cancer** last year



THE STATE OF MOUTH CANCER



RESOURCES

Click on the **download** buttons below to access the resources outlining current mouth cancer statistics and public awareness of mouth cancer.

THE STATE OF MOUTH CANCER: UK REPORT 2020/21

Suggested Use:

Share this with colleagues and peers and use it as a conversation starter for getting people aware of mouth cancer. Many Brits are simply unaware of how prevalent the disease is, what to look for, and who is most at risk.

DOWNLOAD HERE



THE STATE OF MOUTH CANCER: SOCIAL GRAPHICS

Suggested Use:

Post these social graphics on your social media pages.

DOWNLOAD HERE

Don't forget to use **#MouthCancerAction** when posting these social graphics.



The State of Mouth Cancer: UK Report 2021/22 will be released in November 2021.

SIGNS & SYMPTOMS

The aim of Mouth Cancer Action Month is to create a more mouthaware nation.

You can play a big part in helping us achieve our goal by sharing a very clear and simple phrase – **'if in doubt, get checked out.'** We want everybody to pay close attention to what's going on inside their mouth and take urgent action if they spot any unusual or unexplained changes.

Mouth cancer can strike in several places, including the lips, tongue, gums, and cheek. Given that early detection is so crucial for survival, it's essential that you tell staff, patients, and those within your local community, what the main warning signs to look out for are.

Three signs and symptoms not to ignore are:

- Ulcers that do not heal within three weeks.
- Red and white patches in the mouth.
- Unusual lumps or swellings in the mouth or head and neck area.

During November's campaign, we will be encouraging everybody to get into the habit of checking their mouth for signs of cancer. If any of these common symptoms are spotted, a dentist or doctor should be seen immediately.

Whether you are a member of the public, dental professional, health professional, or responsible for occupational health in the workplace, please make sure you tell everyone about these symptoms. If nothing else, tell everybody 'If in doubt, get checked out.'

The ultimate success of the campaign depends on your support. Use your voice to help us remind people how important it is to pay attention to the changes in and around your mouth.



SIGNS & SYMPTOMS



RESOURCES

Click on the **download** buttons below, to access the resources, to help educate more people about the signs and symptoms associated with mouth cancer.

MOUTH CANCER SIGNS & SYMPTOMS: POSTER

Suggested Use:

Print off this poster and place it around the workplace noticeboard or patient waiting rooms.

DOWNLOAD HERE



MOUTH CANCER SIGNS & SYMPTOMS: SOCIAL GRAPHICS

Suggested Use:

Post these social graphics on your social media pages.

DOWNLOAD HERE



Don't forget to use **#MouthCancerAction** when posting these social graphics.

RISK FACTORS

Mouth cancer does not discriminate. It really can affect anybody.

However, it is strongly associated with the age and gender of a person. Mouth cancer is more likely to be found in men over 40. Lifestyle is also important, with around nine in every ten cases linked to risk factors like tobacco and alcohol. This shows just how much of an influence our daily choices and habits can have on our overall health. But by amending them, making small steps towards healthier day-to-day choices, we can help cut the chances of developing mouth cancer.

The five key risk factors that we want to encourage people to address are:

- **Tobacco:** This is the leading cause of mouth cancer. Tobacco transforms saliva into a deadly cocktail that damages cells in the mouth and can turn them cancerous.
- **Alcohol:** Drinking of alcohol is linked to more than a third of mouth cancer cases in men and a fifth in women. Heavy drinkers and smokers are up to 35 times more at risk.
- **HPV (the Human papillomavirus):** The world's most common sexually-transmitted virus is being linked to the growth of mouth cancer cases and is expected to become the leading cause of the disease in the near future. In September 2019, the UK Government took a big step towards tackling HPV by offering all boys aged 12 to 13 the HPV vaccine. Previously, the vaccine was only given to girls. For progress to be made in reducing the prevalence of HPV it is vital that there is good uptake of the vaccine.
- **Diet:** Research shows that a diet high in fresh fruit and vegetables can reduce the risk of developing mouth cancer.
- **Chewing or smokeless tobacco:** Smokeless and chewing tobacco like betel quid, is not a 'safe' alternative to traditional cigarettes and is very common across Asia, Europe and the USA.



RISK FACTORS



RESOURCES

Click on the **download** buttons below, to access the resources, to help educate more people about the signs and symptoms associated with mouth cancer.

RISK FACTORS: POSTER

Suggested Use:

Print off this poster and place it in workplace noticeboard or patient waiting rooms. You could also post it in your local community centre.

DOWNLOAD HERE



RISK FACTORS: SOCIAL GRAPHICS

Suggested Use:

Post these social graphics on your social media pages.

DOWNLOAD HERE



Don't forget to use **#MouthCancerAction** when posting these social graphics.

THE IMPACT OF MOUTH CANCER

IT CAN BE VERY DIFFICULT COPING WITH A DIAGNOSIS OF MOUTH CANCER, BOTH PRACTICALLY AND EMOTIONALLY.

At first, a person is likely to feel very upset, frightened and confused. They may also feel that things are out of their control.

The recovery period can be a difficult time for some mouth cancer patients. After treatment, patients may have problems with breathing, swallowing, drinking and eating. Speech may also be affected, and occasionally even lost. Facial disfigurement can also occur.

This can lead to other problems such as nutritional deficiency, and depression. Difficulties in communication, low self-esteem, social isolation and the impact on relationships can cause as much distress as the cancer itself.

Rehabilitation is therefore a very important part of the treatment. The healthcare team will make sure that a patient is able to access services that may include:

- Reconstructive or plastic surgery.
- Speech therapy.
- Dietary counselling.
- Emotional support.

Patients who have had mouth cancer must be closely monitored to make sure that the cancer does not return. Survival rates have improved over the last 20 years and if cancer is caught early, it can be cured. With the right care, cancer patients can have a good quality of life. It is very important that anybody dealing with a mouth cancer diagnosis is given the right information and support, as well as reassurance and compassion, to help them along their journey.





MOUTH CANCER STORIES

www.mouthcancer.org

SARAH'S STORY

For 46-year-old Sarah from Coventry, life was seemingly going without a hitch.

Then in October 2013, Sarah's life changed forever.

Things started to go wrong when Sarah started to feel some pain in the left side of her gum, just below one of her back teeth. She thought it was just an ulcer, but something was odd about it.

Sarah says: "At first, I didn't think much of it and carried on with my everyday life. It didn't feel like a normal mouth ulcer though, sometimes it would send an electric shock kind of feeling through the left side of my face."

In August 2014, after several back-and-forths with health professionals, Sarah was told she had mouth cancer.

Sarah admits that her knowledge of mouth cancer was poor before her diagnosis: "I didn't really know about mouth cancer until I had it.

"Then I started to look into it and realised just how many people it does impact.

Thankfully for Sarah, her treatment went well. She received both radiotherapy and chemotherapy and was given the all clear in February 2015. She had a phased return to work in the April of that year.

However, whilst the mouth cancer might have been cured for Sarah, the effects of the disease still affect her daily life to this day.

Sarah adds: "Following my treatment, I developed trismus, also called lockjaw, which has impacted my life dramatically. I am only able to open my jaw a matter of millimetres so eating with a knife and fork is tricky and it takes me a long time to eat my meals."

“Following my treatment, I developed lockjaw, which has impacted my life dramatically.”

Sarah Davies
Mouth Cancer Survivor



KEVIN'S STORY

Kevin, from Derby, first noticed something was wrong in late 2017 when he started to feel a constant urge to clear his throat.

He went to his local doctor who thought that it might be to do with acid reflux and gave him some medication. When this didn't work, he went back to the same GP who then prescribed him antihistamines thinking it could be due to an allergic reaction to his dog. In the end, after a few visits and the problem only getting worse, his doctor referred him to an ENT (Ear, Throat & Nose) Specialist to take a further look.

Unfortunately, in the days that followed Kevin received bad news, results had shown the tumour was cancerous. Despite knowing mouth cancer was a possibility the diagnoses still caught him a little off guard. As a non-smoker and only a light drinker Kevin says, "I didn't think I was doing anything that would cause mouth cancer".

Thanks to Kevin's early action and persistence with his GP, he now says his life is largely back to normal.

Following the diagnosis, he was told he would need thirty sessions of radiotherapy and six sessions of chemotherapy over 6 weeks.

Despite the ups and down of his treatment he remained upbeat and following a scan in April 2018 he was told the cancer had gone.

Thanks to Kevin's early action and persistence with his GP, he now says his life is largely back to normal. His story is a good example of the importance of catching mouth cancer early as it greatly boosts both your chances of survival and your quality of life.



SINEAD'S STORY

Mouth cancer had a huge impact on Sinead's life, but it wasn't all negative.



It all started for the mother-of-two during Easter in 2014. Sinead noticed a lump on her tongue and, when it didn't go away, went to see her doctor.

The doctor dismissed it, suggesting it would go away in due course. However, two months later, in June, it had not cleared up, so Sinead went to her dentist. Her dentist realised the need for urgency so referred Sinead to a specialist for further investigation.

Unfortunately, Sinead's initial referral was lost. After some delay, she got referred and had a biopsy done in early September of 2014. A couple of weeks later, Sinead received the news that she had tongue cancer.

The news came as a shock to Sinead, she had been a smoker for many years, but it was not something she was prepared for.

Over the following months, Sinead had chemotherapy and radiotherapy. Despite some bumps along the way the treatment was ultimately a success, but it left Sinead with a lot of rehab to do.

Sinead had to re-learn how to speak and eat. Despite making good progress, she still struggles with certain sounds and food. One of the hardest things Sinead had to deal with, was the scarring left behind from the surgery.

Sinead says: "I really struggled to deal with the scarring. It really knocked my confidence. If I went

out, I would cover up my neck with a scarf and wear long sleeves to hide the skin grafts. I felt ugly."

When reflecting on her mouth cancer journey, Sinead has mixed emotions. It was very tough time but at the same time she feels it allowed her to take her life in a new direction.

Sinead says: "There were some really low points in the journey, but I feel I came out the other side stronger and it spurred me on to make changes. Life is better than it's ever been now, and I've been able to adjust to the challenges that I've faced post-surgery."

“
Life is better than
it's ever been now,
and I've been able
to adjust to the
challenges that I've
faced post-surgery.”

Sinead Marland
Mouth Cancer Survivor

MOUTH CANCER ACTION MONTH



RESOURCES

Click on the **download** buttons below, to access the resources, to help educate more people about the signs and symptoms associated with mouth cancer.

MOUTH CANCER ACTION MONTH 2021: POSTER

Suggested Use:

Print off this poster and place it around the workplace noticeboard or patient waiting rooms.

DOWNLOAD HERE



MOUTH CANCER ACTION MONTH 2021: SOCIAL GRAPHICS

Suggested Use:

Post these social graphics on your social media pages.

DOWNLOAD HERE



Don't forget to use **#MouthCancerAction** when posting these social graphics.



**HOW
YOU CAN
SUPPORT**

www.mouthcancer.org

WEBINARS & ONLINE EVENTS

This November, Dental Update – in partnership with Denplan, Oral-B and the Oral Health Foundation are bringing you a brand-new multidisciplinary webinar programme, to coincide with Mouth Cancer Action Month.

Registration is absolutely free and there are a variety of topics to choose from.



FEATURED MOUTH CANCER WEBINARS

Early detection of head and neck cancer: a guide for the dental team

Wednesday 3rd November

19:00 - 20:30

Andy Thomas,
Speciality Registrar
in Oral and
Maxillofacial Surgery,
Southampton
General and the
Royal Hampshire
County Hospitals



REGISTER HERE

Mouth Cancer:
Presentation,
detection, and
referral post Covid-19

Tuesday, November 16th 2021

19:00 - 20:30

Mike Lewis, Professor
of Oral Medicine and
Dean of the School
of Dentistry, Cardiff
University



REGISTER HERE

**DISCOVER THE NEW
MULTIDISCIPLINARY
WEBINAR PROGRAMME**

CLICK HERE

FUNDRAISING & DONATING

Here are just some of the ways you can help support our work:

Your fundraising and donations are vital in helping us in the fight against mouth cancer. Through fundraising and donations, you can help us spread resources and information to those who need it most. You can also help us provide emotional and practical support to people living with mouth cancer.

Donating to the Mouth Cancer Action Appeal

Help us raise awareness of mouth cancer and drive down the number of people affected by the disease.

MAKE A DONATION

Oral Health Foundation's Online Shop

Our charity's shop is still taking orders and delivering oral health educational resources across the UK. Buy something from the Mouth Cancer Action section.

BUY FROM OUR SHOP

Amazon Smile

When shopping at smile.amazon.co.uk you can select **Oral Health Foundation** as your chosen charity. This means we will receive a donation of 0.5% of your net purchase..

BUY AT AMAZON SMILE

Events & Activities

Events and activities are a great way to bring people together and also provide an opportunity for education. Learning should be fun and by combining fun events with education you can help deliver vital messages in an engaging way.

EVENT IDEAS

BLUE WEDNESDAY



Blue Wednesday takes place on **November 10th** and we are asking you to **#BakeSomethingBlue**.

That's right, for Blue Wednesday we want to encourage as many people as possible to get baking in aid of mouth cancer awareness. You can bake whatever you'd like, as long as it features something blue! You could make cupcakes with our blue ribbon on, blueberry muffins, or blue banana bread!

Don't let your beautiful blue creation go to waste though – share them with friends or colleagues and use it as an opportunity to make more people mouthaware. Also, post your bake on social media along with the hashtags **#BlueWednesday** and **#MouthCancerAction**. We'll be keeping a keen eye out and sharing the best ones!

#BakeSomethingBlue



BLUE WEDNESDAY



RESOURCES

Click on the **download** buttons below, to access the resources, to help educate more people about the signs and symptoms associated with mouth cancer.

MOUTH CANCER SELF EXAMINATION VIDEO

Suggested Use:

Share this video with patients on social media.



WATCH HERE

BLUE WEDNESDAY: SOCIAL GRAPHICS

Suggested Use:

Post these social graphics on your social media pages.



DOWNLOAD HERE

Don't forget to use **#MouthCancerAction** **#BlueWednesday** **#Bake SomethingBlue** when posting these social graphics.

BLUE RIBBON

We are eager to give you as many ways of showing your support for **Mouth Cancer Action Month** as possible. Wearing a **Blue Ribbon** badge is a small gesture, but it really could make the world of difference.



There are now more than 250,000 of you wonderful supporters who are wearing the enamel Blue Ribbon with pride. Pinning it on your clothing can prompt conversations about mouth cancer and encourage more people to pay closer attention to what's going on inside their mouths – something that one day could save their life.

Even more than that, the badge acts as a symbol of solidarity. It is a sign that we stand together united against mouth cancer. We stand together in support of the countless people who have been affected in some way by this terrible disease.

We stand together to drive change and help share life-saving information about the disease. We want you to join us. Buy one for yourself, get your family, friends and colleagues to pitch in too. Each Blue Ribbon badge costs just £1 and that money goes a long way in helping us in the fight against mouth cancer.



BLUE RIBBON



RESOURCES

Click on the **download** buttons below, to access the resources, to help educate more people about the signs and symptoms associated with mouth cancer.

BLUE RIBBON APPEAL BADGES

Suggested Use:

Wear the Blue Ribbon badge during the campaign as a show of support.

BUY HERE



BLUE RIBBON APPEAL KIT

Suggested Use:

Place the Blue Ribbon box in your staff room for your whole team to wear, or use the badges to give to patients.

BUY HERE



CORPORATE PARTNERSHIPS

Oral Health Foundation is proud to work in partnership with businesses to raise awareness of mouth cancer all year round.

Whatever the size of your organisation, our team will work with you to create a partnership tailored to your business. Whether you want to take part in fundraising activities, volunteer your time or donate through sponsorship, matched donations or payroll giving, we will work with you to develop the perfect package.

WAYS TO GET INVOLVED

Campaign sponsorship

By becoming an official sponsor of Mouth Cancer Action Month, you can help us fund more activities and events. It can also help grow your brand and help with your CSR aims.

Become a Corporate Supporter

Your company could join as a Corporate Supporter of the Oral Health Foundation. It will be a regular source of income for us and would allow our charity to continue raising awareness of mouth cancer all year round.



Charity of the year

Choosing the Oral Health Foundation as your chosen charity partner is a great way to focus charitable efforts on mouth cancer.

Our charity campaigns for Mouth Cancer Action all year round which gives you lots of opportunities to encourage staff, customers and clients to work together and raise awareness.

Cause-related marketing

This is a great way for your company to boost sales while also giving back. For example, why not donate something to Mouth Cancer Action for every new patient or customer you receive?

Staff fundraising

There are so many great ways to fundraise in or out of the office, including raffles, auctions, dress down days and sporting activities.

As well as the usual benefits of entering into a charity partnership with Mouth Cancer Action, we can also help you to make sure your business receives mouth cancer information and advice. We can advise you on how to improve mouth cancer awareness amongst your employees.

CORPORATE PARTNERSHIPS



RESOURCES

Click on the **download** buttons below, to access the resources, to help educate more people about the signs and symptoms associated with mouth cancer.

MOUTH CANCER ACTION: CORPORATE SUPPORT PACK

Suggested Use:

Share this with your HR team
or office managers.

DOWNLOAD



If you have any questions about supporting the Oral Health Foundation or Mouth Cancer Action Month, please call us on **01788 546 365** or send an email to mail@dentalhealth.org

EXTRAS



RESOURCES

Click on the **download** buttons below, to access our extra resources

MOUTH CANCER ACTION: TEMPLATE PRESS RELEASE

Suggested Use:

Fill in this template press release and send it to your local newspapers and radio stations.



DOWNLOAD



MOUTH CANCER ACTION: WAITING ROOM POWERPOINT PRESENTATION

Suggested Use:

Upload this PowerPoint to your waiting room displays and TV screens.

DOWNLOAD



MOUTH CANCER ACTION: LOGOS

Suggested Use:

Use these logos in your marketing and communications work to show your support for the campaign.

DOWNLOAD



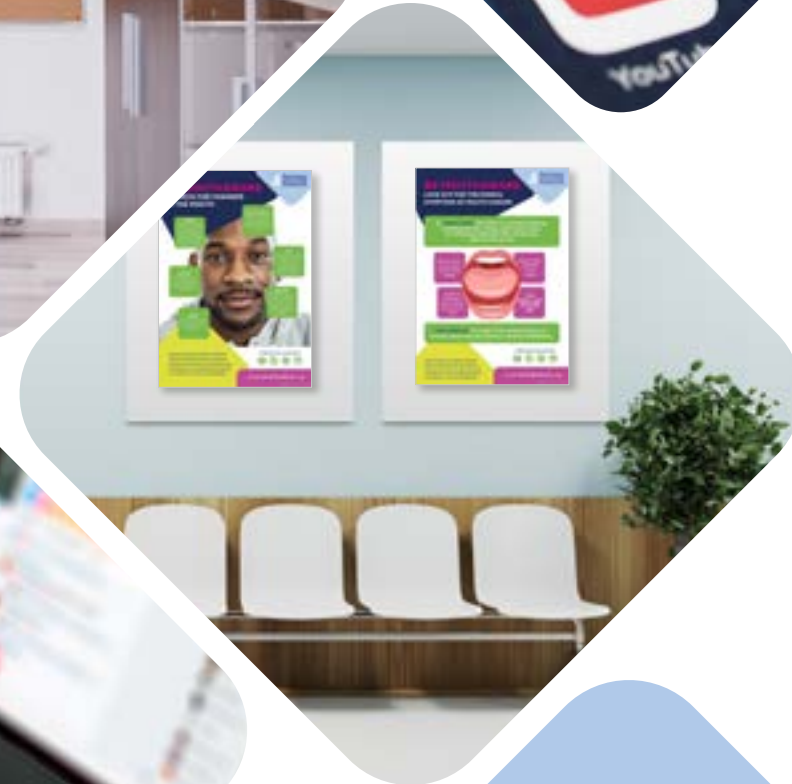
HOW TO USE THE RESOURCES

Place on
noticeboards

Place on waiting
room screens

Patient communications such as
emails and newsletters

Online through your
website and on
social media



MOUTH CANCER ACTION MONTH RESOURCES

Here is a summary of all the Mouth Cancer Action Month resources inside this toolkit.

Click on the download buttons below, to access the resources, to help educate more people about mouth cancer.

RESOURCE	DOWNLOAD	SUGGESTED USE
Mouth Cancer Action Month 2021: Poster	DOWNLOAD	Print off this poster and place it around the workplace noticeboard or patient waiting rooms.
Mouth Cancer Action Month 2021: Social Graphics	DOWNLOAD	Post these social graphics on your social media pages.
The State of Mouth Cancer: UK Report 2020/21	DOWNLOAD	Share this with colleagues and peers and use it as a conversation starter for taking action against the harm caused by mouth cancer.
The State of Mouth Cancer: UK Report 2020/21: Social Graphics	DOWNLOAD	Post these social graphics on your social media pages.
Mouth Cancer Signs & Symptoms: Poster	DOWNLOAD	Print off this poster and place it around the workplace noticeboard or patient waiting rooms.

ALL RESOURCES

RESOURCE	DOWNLOAD	SUGGESTED USE
Mouth Cancer Signs & Symptoms: Social Graphics	DOWNLOAD	Post these social graphics on your social media pages.
Mouth Cancer Risk Factors: Poster	DOWNLOAD	Print off this poster and place it around the workplace noticeboard or patient waiting rooms.
Mouth Cancer Risk Factors: Social Graphics	DOWNLOAD	Post these social graphics on your social media pages.
Mouth Cancer Stories: Posters	DOWNLOAD	Print off these posters and place it around the workplace noticeboard or patient waiting rooms.
Mouth Cancer Stories: Social Graphics	DOWNLOAD	Post these social graphics on your social media pages.
Mouth Cancer Self Examination Video	DOWNLOAD	Share this video with patients on social media.
Blue Wednesday: Social Graphics	DOWNLOAD	Post these social graphics on your social media pages.
Mouth Cancer Action: Corporate Support Pack	DOWNLOAD	Share this with your HR team or office managers.
Template Press Release	DOWNLOAD	Fill in this template press release and send it to your local newspapers and radio stations.
Waiting Room Powerpoint	DOWNLOAD	Upload this PowerPoint to your waiting room displays and TV screens.
Mouth Cancer Action Month logos	DOWNLOAD	Use these logos in your marketing and communications work to show your support for the campaign.

CONTACT US

If you have questions or enquiries, need help and support, or just want to give us some feedback, please get in touch with us, we want to hear from you.



CALL US

You can speak to us by calling our team on **+44(0) 1788 546 365**. Our office hours for telephone enquiries are 09:00 - 17:00 Monday to Friday.

EMAIL US

You can also get in touch by email, writing to **mail@dentalhealth.org**.

WRITE TO US

For general mail, our postal address is Oral Health Foundation, Smile House, 2 East Union Street, Rugby, Warwickshire, CV22 6AJ, United Kingdom.

FOLLOW US

You can also contact our team on **Facebook** and **Twitter**.



Company registration number **01027338**
Charity number **263198**